

US Patent Application Serial No. 10/727,254

Amendments to the Claims

The listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A message board for persistently displaying a selected set of messages, said message board comprising:
a plurality of surfaces comprising a first subset of surfaces rotatably connected around a first axis and a second subset of surfaces rotatably connected around a second axis ~~one or more axes~~;
a plurality of messages distributed on one or more of said surfaces;
one or more windows formed in one or more of said surfaces for selectively revealing one or more subsets of said plurality of messages for persistent display, wherein said selected one or more subsets of said plurality of messages may be changed to persistently display a different one or more subsets of said plurality of messages.
2. (Original) The message board of claim 1, comprising:
attachment means for mounting said message board in a location for persistent display.
3. (Original) The message board of claim 1, wherein:
one of said plurality of surfaces comprises a customized persistently displayed image on an exposed area for all positions of rotation of said plurality of surfaces.
4. (Original) The message board of claim 3, wherein:
said customized persistently displayed image comprises an advertisement.
5. (Withdrawn) The message board of claim 1, wherein:

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at least one of said one or more windows comprises a movable cover repositionable in a radial direction.

6. (Withdrawn) The message board of claim 1, wherein:
one or more of said plurality of surfaces comprise independently rotatably connected concentric interfacing rings.

7. (Withdrawn) The message board of claim 6, wherein:
one or more of said one or more windows is formed in one or more of said rings.

8. (Original) The message board of claim 2, wherein:
one of said plurality of surfaces comprises a customized persistently displayed image on an exposed area for all positions of rotation of said plurality of surfaces.

9. (Original) The message board of claim 8, wherein:
said customized persistently displayed image comprises an advertisement.

10. (Withdrawn) The message board of claim 2, wherein:
at least one of said one or more windows comprises a movable cover repositionable in a radial direction.

11. (Withdrawn) The message board of claim 2, wherein:
one or more of said plurality of surfaces comprise independently rotatably connected concentric interfacing rings.

12. (Withdrawn) The message board of claim 2, wherein:
one or more of said one or more windows is formed in one or more of said rings.

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13. (Currently Amended) A method for making a message board, said method comprising the steps of:

distributing a set of available messages across a first subset of a plurality of surfaces;

forming windows in a second subset of said plurality of surfaces at locations that will reveal one or more of a plurality of subsets of said available messages for persistent display when said message board is assembled;

rotatably attaching said a first subset of said plurality of surfaces around one or more axes a first axis of rotation; and

rotatably attaching a second subset of said plurality of surfaces around a second axis of rotation.

14. (Withdrawn) The method of claim 13, further comprising:

implementing an advertisement, customized name and/or image on an area of one or more of said plurality of surfaces that will be persistently exposed when said message board is assembled.

15. (Withdrawn) A method for advertising, said method comprising the steps of:

displaying a message board in a prominent fixed location, said message board comprising a plurality of surfaces rotatably connected around one or more axes, a plurality of messages distributed on one or more of said surfaces, one or more windows formed in one or more of said surfaces for selectively revealing one or more subsets of said plurality of messages for persistent display, wherein said selected one or more subsets of said plurality of messages may be changed to persistently display a different one or more subsets of said plurality of messages, and an advertisement and/or corporate name and/or corporate logo persistently displayed on an exposed area of said message board for all positions of rotation of said plurality of surfaces; and

selecting a subset of said plurality of messages for persistent display.

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16. (Withdrawn) The method of claim 15, wherein said step of selecting said subset of said plurality of messages for persistent display comprising the step of:

rotating a subset of said plurality of surfaces of said message board to persistently display said selected subset of said plurality of messages.

17. (Withdrawn) A message board for persistently displaying a selected set of messages, said message board comprising:

a first surface comprising a plurality of messages to be made available for persistent display;

a second surface rotatably attached over said first surface, said second surface comprising one or more windows configured to persistently display a subset of said plurality of messages on said first surface;

a rotational device attached to said first surface such that rotation of said rotational device rotates said first surface to allow selection of said subset of said plurality of messages for persistent display through said one or more windows of said second surface; and

an advertisement and/or corporate name and/or corporate logo on a persistently exposed viewing area of any surface of said message board, said an advertisement and/or corporate name and/or corporate logo conveying a source of goods or services.

18. (Withdrawn) The message board of claim 17, wherein:

said message board comprises a shape and/or style that reminds a viewer of a source of said source of goods or services.

19. (Withdrawn) The message board of claim 17, wherein:

said rotational device comprises a third surface attached to said first surface, wherein said third surface comprises an advertisement and/or corporate name and/or corporate logo.

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